



**Starting a Small Business  
Recorded Online October 5, 2004**

**Join the SBA Philadelphia District Office Staff and  
Kutztown University Small Business Development Center**

- Learn whether you have what it takes to go into business
- Is there a need for your business...what is my market?
- How to write a business plan

Most businesses start with an idea from someone who believes that they have a new product or service that may be successful. Others use ideas to develop unique ways to change the business environment of existing ideas or businesses by making their products, faster, less expensive and in some way better than that of the current competitor's products or services.

These ideas then need to be tested (business feasibility) as well as the Individual's ability to implement the idea from an idea into a thriving and successful business. This program not only explores the feasibility of going into business, it also discusses marketing and the market plan. From all of this, emerges the business plan which is the business owner's guide or roadmap to success. The business plan is a step by step analysis or portrayal of how your business actually works. What it does, how it does it and how it makes money and how much it costs to do business.

In the State of Pennsylvania there are many resources available to assist entrepreneurs. Many of these resources are annotated in this presentation and we hope that you will benefit from as much of the information as possible.

SBA is proud to be your primary source of assistance in helping you to grow your business. This presentation is part of our Administrator's quest for serving customers like you 24 hours seven days a week.

Entering business requires various business registrations and licensing. Most businesses have various forms of taxes that they may be obligated to pay depending upon the structure of their business formation which is also discussed in this program. Many of the resources that are available to assist you in going into business are included in this program. We hope that you enjoy the program and that you are most successful in all of your business endeavors.

This is an online internet and telephone presentation. There is **NO COST** to participate.

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[www.sba.gov/pa/phil](http://www.sba.gov/pa/phil)

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